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Fig. 2(A)

12 *16* WIDGET DESCRIPTION
I. OVERVIEW

THIS SECTION IS A MARKETING OVERVIEW OF THE WIDGET PRODUCT.

A. DESCRIPTION *14*

THIS SUB-SECTION IS A DESCRIPTION OF THE WIDGET PRODUCT.

B. ALIASES *14*

. . .

C. FEATURES *14*

. . .

D. HOW TO USE THE PRODUCT *14*

. . .

12
II. SALES

THIS SECTION DISCUSSES THE SALES OF THE WIDGET PRODUCT.

A. CUSTOMER NEEDS ASSESSMENT

B. SALES APPLICATIONS

. . .

C. MAKING THE SALE

. . .

D. RATES

. . .

12
III. AVAILABILITY

THIS SECTION DISCUSSES THE AVAILABILITY OF THE WIDGET PRODUCT.

12
IV. ORDERING

THIS SECTION DISCUSSES ORDERING THE WIDGET PRODUCT.

A. PROCEDURES

TO FIG. 2(B)

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Fig. 2(B)

_____ TO FIG. 2(A) . _____

. . .
B. LISTINGS

. . .
C. DUE DATES

12
↙
V. BILLING

THIS SECTION DISCUSSES BILLING FOR THE WIDGET
PRODUCT.

A. CHARGES

. . .
B. BILLING REDUCTIONS

. . .
C. PAYMENT OPTIONS/ CONTRACTS

12
↙
VI. TROUBLESHOOTING ← 18

THIS SECTION DISCUSSES TROUBLESHOOTING WIDGET
PRODUCT PROBLEMS.

A. KNOWN PROBLEMS

. . .
B. PROBLEM ASSESSMENT

. . .
C. DIAGNOSING CUSTOMER TROUBLE

12
↙
VII. SUPPORT

THIS SECTION DISCUSSES WIDGET PRODUCT SUPPORT.

A. PRODUCT CONTACTS & REFERRALS

. . .
B. RESPONSIBILITIES

_____ TO FIG. 2(C) . _____

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Fig. 2(c)

----- TO FIG. 2(B) -----

. . .
C. TARIFFS & REGULATORY

. . .
D. POLICIES

. . .
E. TRAINING

. . .

Fig. 3(A)

<BRW.DOC> 22

<PROD.NAME> 24

<PRODUCTNAME>WIDGET1</PRODUCTNAME>

<OVER> 26 28 30 32

<OVERVIEW>OVERVIEW</OVERVIEW>

TEXT IN OVERVIEW SECTION.

</OVER> 34

<SALE> 36

<SALES>SALES</SALES>

TEXT IN SALES SECTION.

<CUSNEED> 38

<CUSTOMERNEEDS>CUSTOMER NEEDS

ASSESSMENT</CUSTOMERNEEDS>

TEXT IN CUSTOMER NEEDS ASSESSMENT SUB-SECTION
OF THE SALES SECTION.

</CUSNEED> 42

</SALE> 39

20

----- TO FIG. 3(B) -----

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Fig. 3(B)

TO FIG. 3(A)

25
<TROUBL>
<TROUBLESHOOTING>TROUBLESHOOTING</TROUBLESHOOTING>
27 TEXT IN TROUBLESHOOTING SECTION.
<TRBL.KNOWPROB>
<TRBLKNOWPROB>KNOWN PROBLEMS>/TRBLKNOWPROB>
TEXT IN THE KNOWN PROBLEMS SUB-SECTION OF THE
TROUBLESHOOTING SECTION.
</TRBL.KNOWPROB>
<TRBL.PROBASSESS>
<TRBLPROBASSESS>PROBLEM ASSESSMENT</TRBLPROBASSESS>
TEXT IN THE PROBLEM ASSESSMENT SUB-SECTION OF
THE TROUBLESHOOTING SECTION.
</TRBL.PROBASSESS>
<TRBL.DIAG>
<TRBLDIAG>DIAGNOSING CUSTOMER TROUBLE</TRBLDIAG>
TEXT IN THE DIAGNOSING CUSTOMER TROUBLE SUB-
SECTION OF THE TROUBLESHOOTING SECTION.
</TRBL.DIAG>
</PROD.NAME>
</BRW.DOC>

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Fig. 4(A)

```
<!ELEMENT PROD.NAME - - ( PRODUCTNAME, (%SUB-SECT; |  
    TROUBL |  
    ORDER |  
    AVAIL |  
    SALE |  
    BILL |  
    SUPP |  
    OVER)*) >  
<!ATTLIST PROD.NAME  
    ID CDATA #IMPLIED >  
<!ELEMENT PRODUCTNAME - - ( (#PCDATA | %PARA-  
    CONTENT;)* ) >  
<!ELEMENT TROUBL - - ( TROUBLESHOOTING, (%SUB-SECT; |  
    TRBL.KNOWPROB |  
    TRBL.PROBASSESS |  
    TRBL.DIAG |  
    TRBL.QUES |  
    HEAD3 |  
    HEAD2 |  
    HEAD5 |  
    HEAD4 |  
    HEAD7 |  
    HEAD6)*) >  
<!ATTLIST TROUBL  
    ID CDATA #IMPLIED  
    ID CDATA #IMPLIED >  
<!ELEMENT TROUBLESHOOTING - - ( (#PCDATA | %PARA-  
    CONTENT;)* ) >
```

Handwritten annotations: 42, 46, 47, 49, 44, 45, 40, 48, 51

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Fig. 4(B)

----- TO FIG. 4(A) -----

```
<!ELEMENT TRBL.KNOWPROB - - ( TRBLKNOWPROB, (%SUB-  
  SECT; |  
    HEAD3 |  
43 HEAD5 |  
    HEAD4 |  
    HEAD7 |  
    HEAD6)*) >  
  
<!ATTLIST TRBL.KNOWPROB  
  ID CDATA #IMPLIED  
  TYPE CDATA #IMPLIED >  
  
<!ELEMENT TRBLKNOWPROB - - ( (#PCDATA | %PARA-  
  CONTENT;)* ) >  
  
<!ELEMENT TRBL.PROBASSESS - - ( TRBLPROBASSESS,  
  (%SUB-SECT; |  
    HEAD3 |  
43 HEAD5 |  
    HEAD4 |  
    HEAD7 |  
    HEAD6)*) >  
  
<!ATTLIST TRBL.PROBASSESS  
  ID CDATA #IMPLIED  
  TYPE CDATA #IMPLIED >  
  
<!ELEMENT TRBLPROBASSESS - - ( (#PCDATA | %PARA-  
  CONTENT;)* ) >
```

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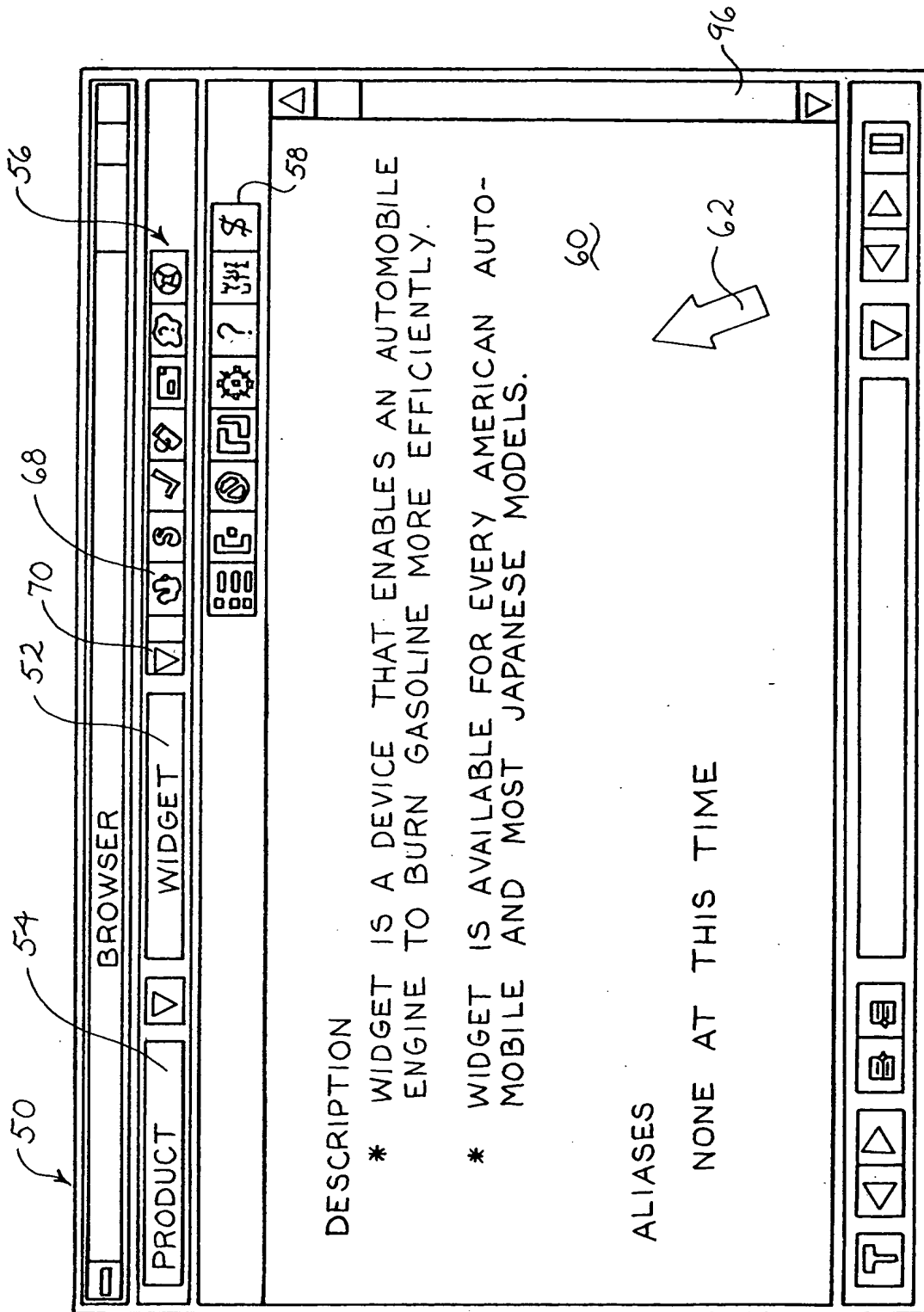


Fig. 5

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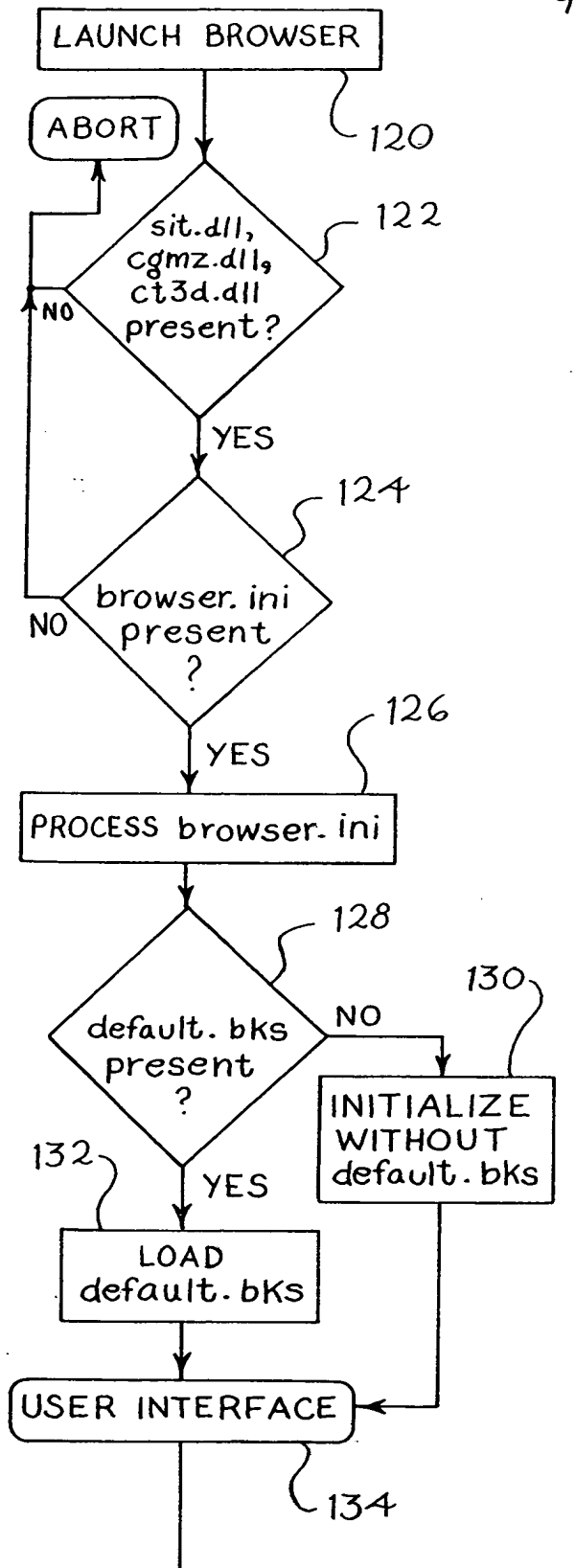
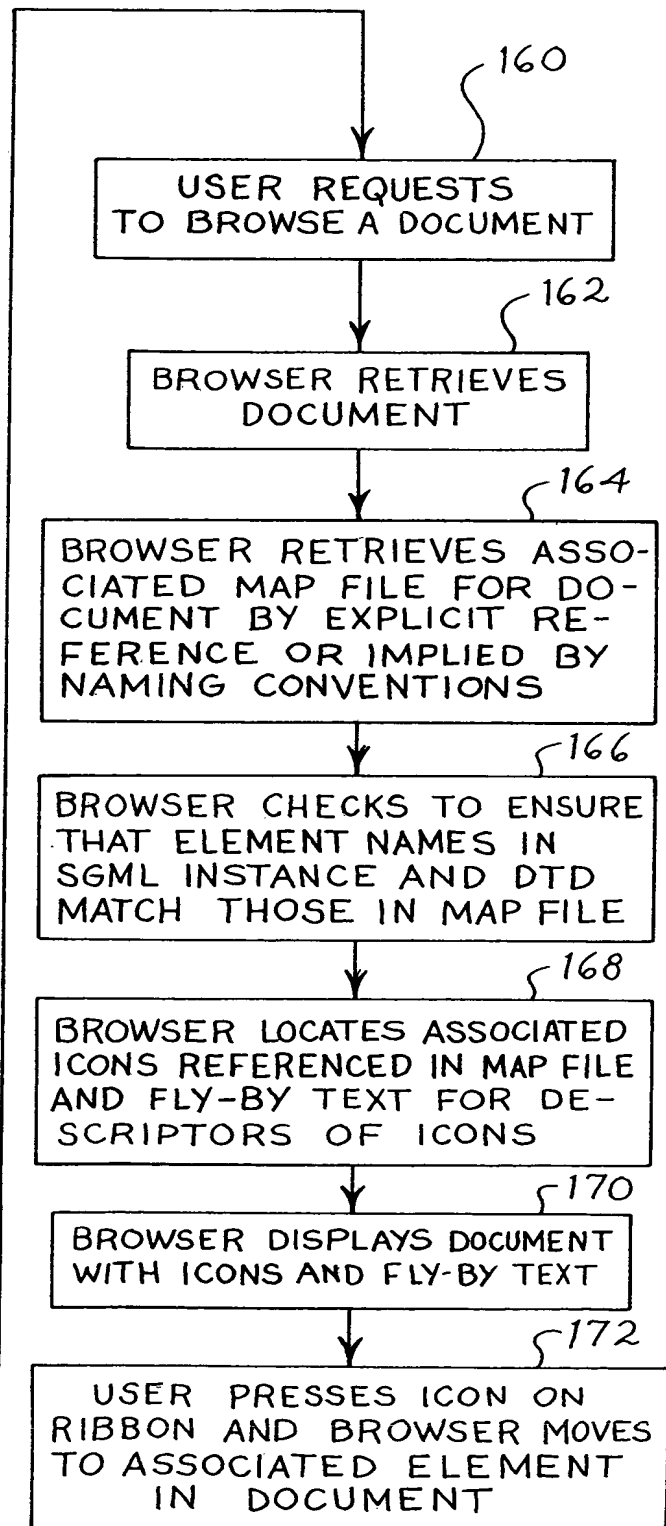


Fig. 6



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[BOOK] 140
142
144 COLLECTION=\XYZ
146 COLLECTIONTITLE+"PRODUCTS"
148 BOOKNAME=WIDGET
148 BOOKTITLE="WIDGET"
150 MAP=PRD.MAP 152

Fig. 7

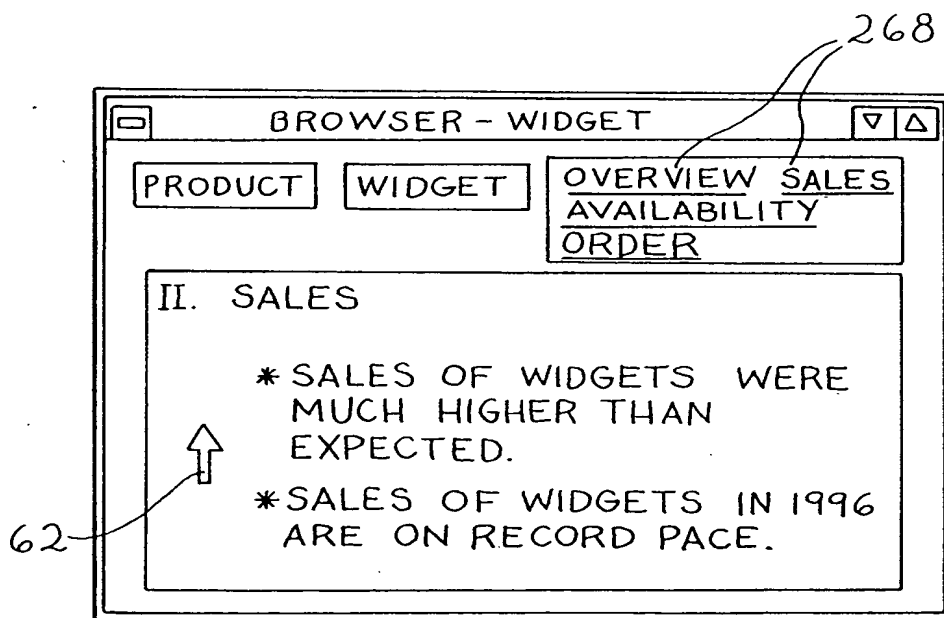
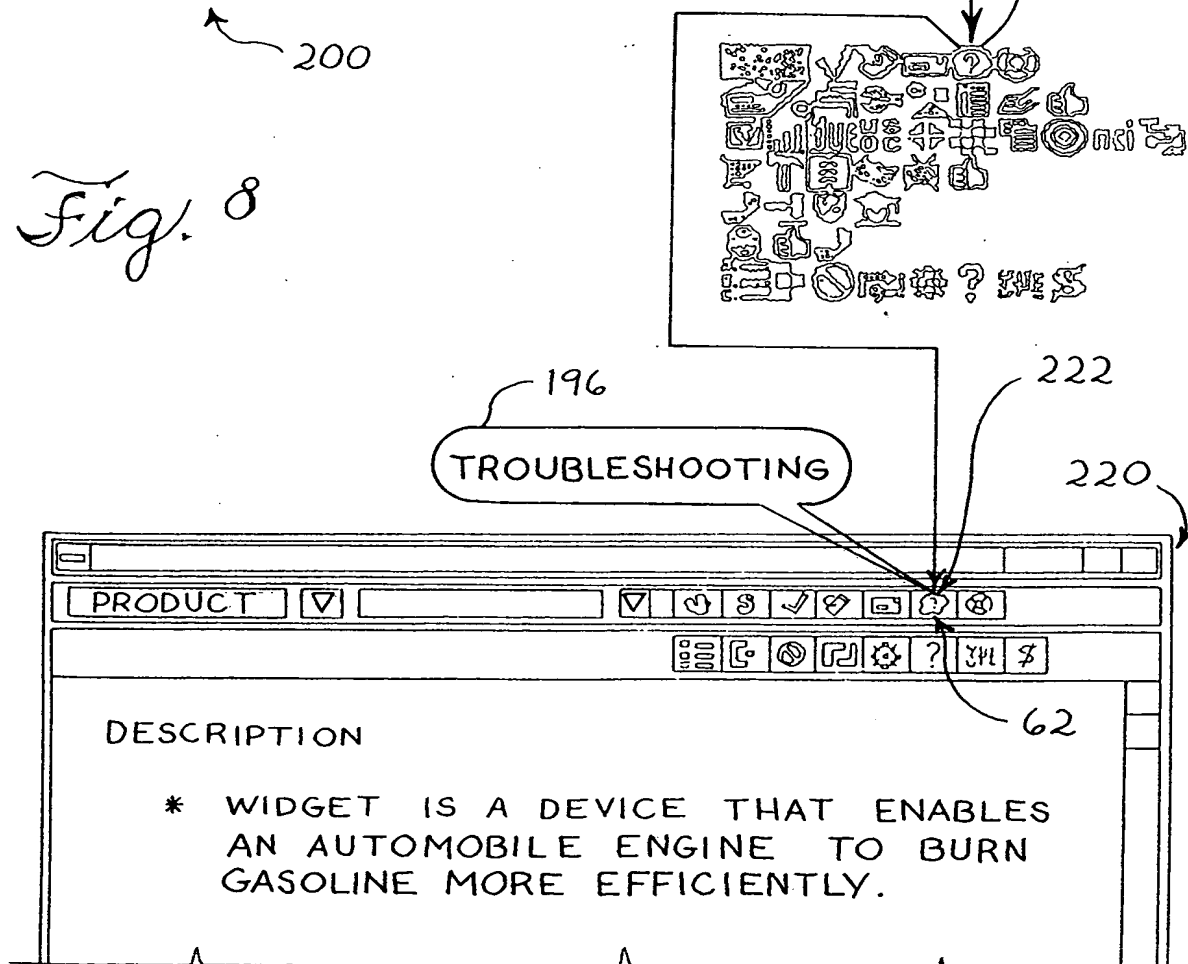


Fig. 10

[MAP] 11/16
 ICONS=DEFAULT.BMP 182
 [SECTIONS] 184
 RBW-DOC, PROD.NAME, OVER=1:OVERVIEW 190 192 194 188 186
 RBW-DOC, PROD.NAME, SALE=2:SALES
 RBW-DOC, PROD.NAME, AVAIL=3:AVAILABILITY
 RBW-DOC, PROD.NAME, ORDER=4:ORDERING
 RBW-DOC, PROD.NAME, BILL=5:BILLING
 RBW-DOC, PROD.NAME, TROUBL=6:TROUBLESHOOTING 226
 RBW-DOC, PROD.NAME, SUPP=7:SUPPORT

[RBW-DOC, PROD.NAME, OVER]
 OVER.DESC=61:DESCRIPTION
 OVER.ALIASES=62:ALIASES
 OVER.RESTRIC=63:RESTRICTIONS
 OVER.INTER=64:INTERACTIONS
 OVER.FEAT=65:FEATURES
 OVER.HOWTOUSE=66:HOW TO USE THE PRODUCT
 OVER.CPE=67:CPE INVOLVEMENT
 OVER.RESALE=68:RESALE/SHARING

Fig. 8



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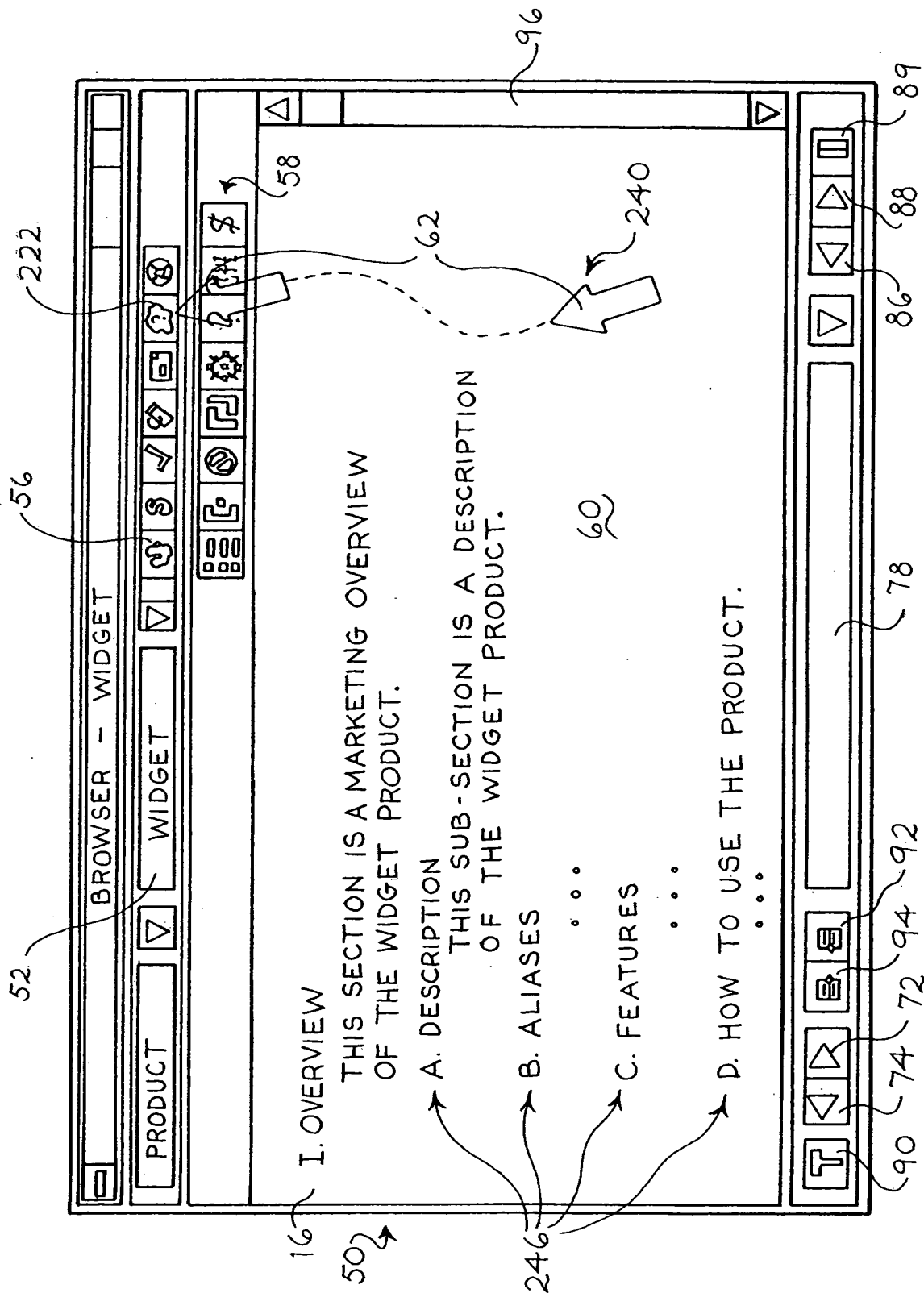


Fig. 9A

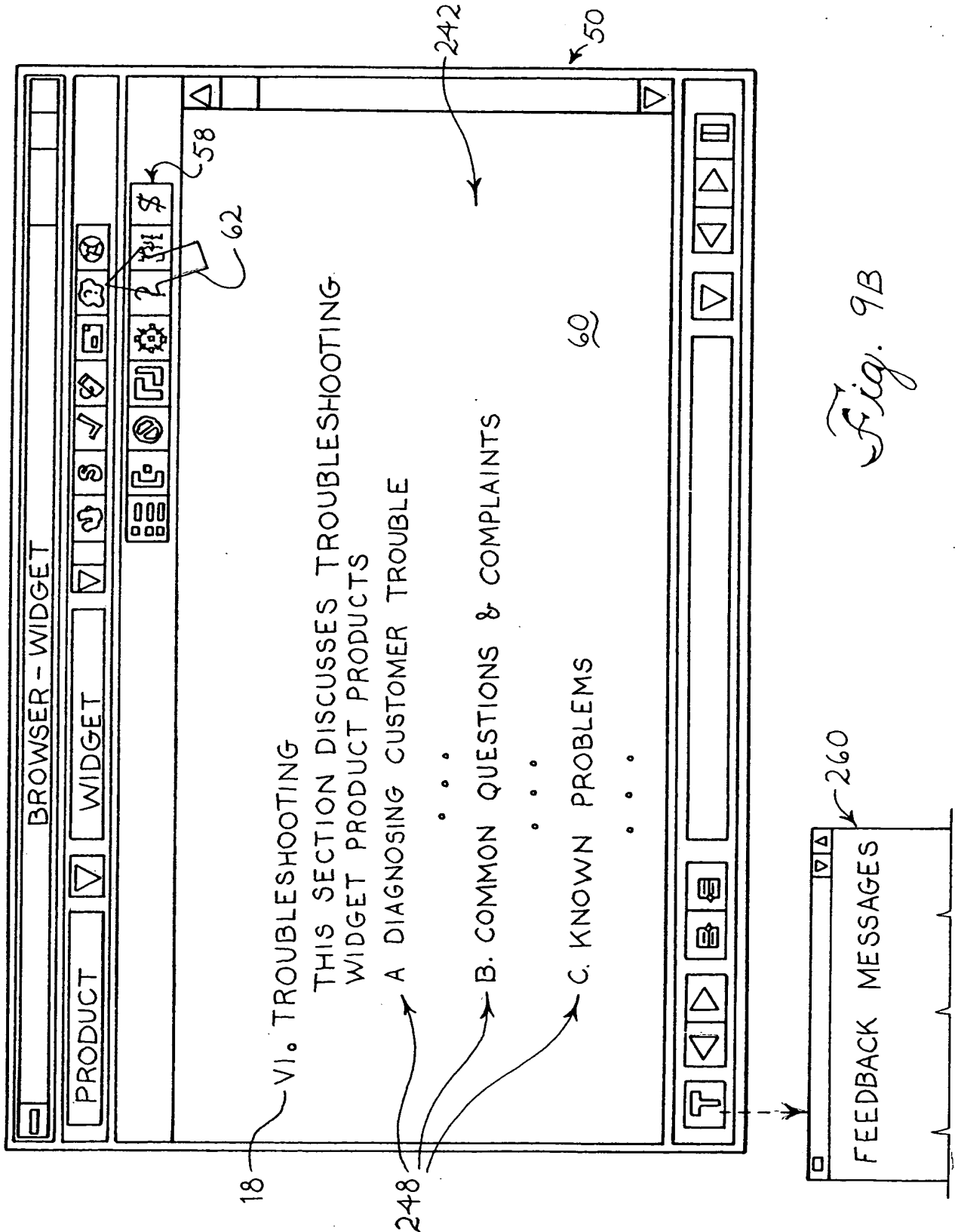


Fig. 9B

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BROWSER - WIDGET

PRODUCT

WIDGET

II. SALES

60

* SALES OF WIDGETS WERE MUCH HIGHER THAN EXPECTED.

* SALES OF WIDGETS IN 1996 ARE ON RECORD PACE.

288

OVERVIEW

SALES

AVAILABILITY

ORDERING

BILLING

TROUBLE

SUPPORT

274

62

Fig. 11

Fig. 12

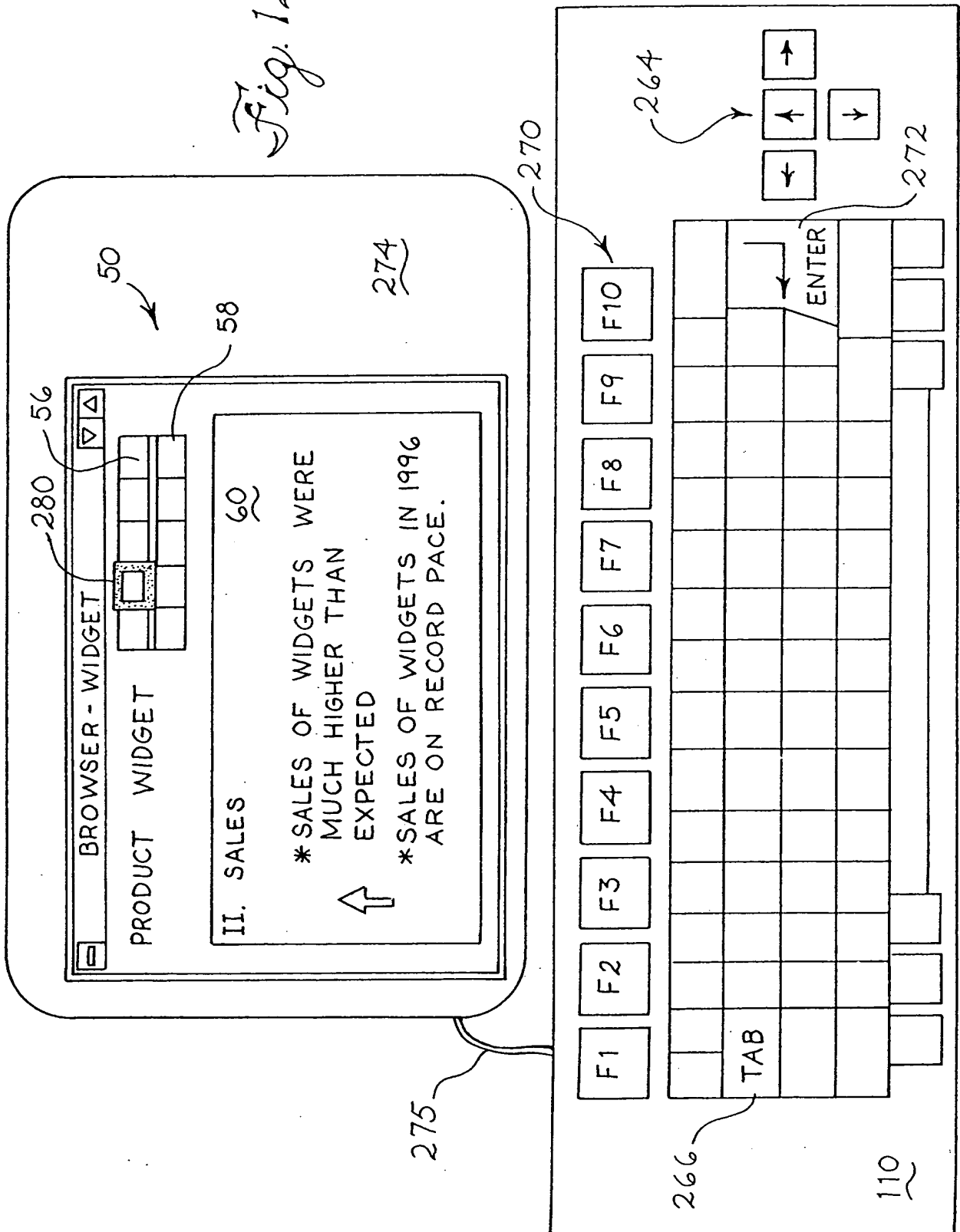


Fig. 13

